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**City of Salisbury and the Center for the Environment at Catawba College to Offer Clean Air Lecture Series on ACCESS16 TV**

*Rowan and Cabarrus Counties Diligent in Efforts to Create Awareness and Meet Air Quality Standards Established by the U.S. Environmental Protection Agency*

Salisbury, NC \_July 27, 2010 – The City of Salisbury and the Center for the Environment at Catawba College will partner to provide a lecture series on ACCESS16 TV as part of the Center's Campaign for Clean Air. Beginning in August, one lecture series will air each month on the Channel 16 government information station. The series will provide citizens with the opportunity to hear renowned professors and influential scientists speak on the topics of air pollution, profitable solutions to climate and oil, and planet sustainability. The lecture series supports on-going efforts by local governments to assist in lowering their ecological footprints while positively impacting the local air quality.

Mayor Susan Kluttz, speaking on behalf of the Salisbury City Council shares, "The City of Salisbury is proud to partner with the Center for the Environment at Catawba College to offer this lecture series as part of our combined efforts to create awareness for the Campaign for Clean Air. This opportunity to increase citizen awareness supports our ongoing, city-wide efforts to remain good stewards of the environment by continuously striving to impact the earth in a positive manner. The City of Salisbury currently supports international, regional, and state sustainability efforts. Salisbury is a CoolCities municipality via the U.S. Conference of Mayor's Climate Protection agreement, a member of Sustainable Environments for Quality of Life (SEQL), and a participant in the NC League of Municipalities Green Challenge. These devoted efforts, in conjunction with numerous internal 'green' efforts, signify our sincere commitment to providing a sustainable future for all."

Air quality monitors located near the Rowan/Cabarrus county line designate the area as high in ozone pollution. The Center for the Environment's Campaign for Clean Air, initiated in 2009, is designed to educate citizens in the region and to empower them to take action to address the air quality issues that are currently at hand. The campaign focuses on air pollution's impact on citizens' health and our local economy, and uplifts alternative fuels, optional modes of transportation, and energy conservation. Citizens are encouraged to discover and utilize bike paths and sidewalks and to aggressively preserve local green space. "We are very pleased that we can partner with the City of Salisbury in offering these lectures to the public through ACCESS16 TV," shares John Wear, Executive Director of the Center for the Environment at Catawba College. "We are fortunate to be able to host regional, national, and sometimes international experts on

environmental issues that affect us all. This is an excellent way to share their wisdom with area citizens.”

The lecture series is currently planned to take place from August through October and will be aired as follows:

August 2010	Dr. Viney Aneja, North Carolina State University <i>The Ozone Air Pollution Problem in North Carolina</i>
September 2010	Dr. Lester Brown, Worldwatch Institute and Earth Policy Institute <i>Plan B3.0</i>
October 2010	Amory B. Lovins, Rocky Mountain Institute <i>Reinventing Fire</i>

Each lecture will air multiple times each month to provide ample opportunity for citizen viewing. To review the lecture schedule for each month, citizens may visit [www.Access16.org](http://www.Access16.org) or view Access 16 TV on channel 16 for a current program listing.

The City of Salisbury continues to take additional steps to assist in cleaning the air. The adoption of the Land Development Ordinance encourages mixed-use development, which means that businesses may be located near housing. This closeness in proximity enables citizens to walk or ride their bikes to work. The ordinance also requires new residential developments to provide recreational open space. New streets must now be developed with high connectivity and shorter block lengths are required. Furthermore, Salisbury is actively increasing the number of sidewalks throughout the city to promote walkability. New sidewalk implementation includes construction phases in the area around the Sports Complex on Martin Luther King Jr. Boulevard, around Salisbury High School, and on Statesville Boulevard.

To encourage an alternate form of transportation and to promote exercise, Salisbury recently developed a comprehensive bicycle plan. The package recommends physical improvements, policy changes, enforcement, citizen education, and outreach programs to promote safer cycling within the city. The plan is currently under review by Salisbury's Planning Board. Additional clean-air initiatives underway in Salisbury include the use of biodiesel in fleet vehicles, the use of tree canopy analysis to measure carbon sequestration for small-area planning, neighborhood tree plantings, and increased energy efficiency in building operations and maintenance. Salisbury also offers citizens free city bus fare on high ozone action days. By riding the bus, citizens decrease the number of vehicles in local traffic and help reduce the amount of emissions that are released into the air.

To learn more about the Campaign for Clean Air or to offer support for the initiative, please visit [www.campaignforcleanair.org](http://www.campaignforcleanair.org). The City of Salisbury is an equal opportunity employer with over 180 different job classifications and more than 400 full-time positions. For more information regarding the City of Salisbury and its services and departments, please visit us online at [www.salisburync.gov](http://www.salisburync.gov). To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury's Facebook users group at [www.salisburync.gov/facebook](http://www.salisburync.gov/facebook) or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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